

## **Executive Summary**

The project was carried out on “PEOPLE IN SERVICE MARKETING”. Which was for the duration of 5 weeks at HEERA ENTERPRISES Bengaluru. The project was executed under the guidance of external guide of HEERA ENTERPRISES.

Founded in 2008 by Late Mr. Pavan Singh as a Proprietary Concern.

Established in 2016. Today Heera Enterprises is a self-confident and strategizing to enhance the Service Portfolio to Comprehensive offerings (Soft, Hard, Catering and Transport services) over and above Manpower supply. Secondly Heera Enterprises is focusing on expanding its presence throughout Bangalore.

The information is sourced from both the primary and secondary source. The primary data source is the guide from the organization HEERA ENTERPRISES. Secondary sources are from different people involved in the service marketing industry and associated websites with the subject of service industry people. The covid-19 restrictions and time barriers in the firm for involvement of the guide and myself had been the predominant barriers for the record preparation.

The opportunity in the form of internship offers a template and common training as to what the business enterprise is and how it helps us to understand, how the business enterprise or social orders are worked. The people involved in service industry, from employees to clients/customers their standpoint and expectation of service used to be the major goal of this study. The better learning and the challenge matter perception in relevance to the company is an advantage to upcoming profession as a Master's graduate.

People in service marketing or the industry are the boundary spanners for the services blueprint and execution of the tasks. Only a few appreciations and considering are given to people, “P of 7 P's” in service marketing. This study helps triangulate the expectations, gaps and eventually their perspective within the industry.

The sensible understanding concerning, the state of mind or gap in service marketing concerning people, workflow management, event support, finance and other departments had been obtained in the course of the internship and study.